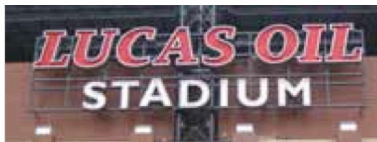




RFI Response
For
Indiana Convention Center & Lucas Oil Stadium
Office of Enterprise Development
City of Indianapolis



November 23, 2009

Mr. Michael Huber
Office of Enterprise Development
City of Indianapolis
200 E. Washington Street
Room 2501
Indianapolis, IN 46204

Dear Mr. Huber:

Sodexo is excited about this opportunity to present our capabilities and qualifications for facilities operations and management services at the Indiana Convention Center (ICC) and Lucas Oil Stadium (LOS) in the city of Indianapolis.

Based on your stated objectives in the RFI document, we understand the City is seeking private-sector operation opportunities with a strategic partner(s). The strategic partnership(s) shall focus on effectively managing multiple services and delivering cost savings, as well as enhancing growth by maximizing usage of the ICC and LOS.

Sodexo has what it takes to meet your needs and achieve your objectives. We are unlike many other service providers that offer food and facilities management services. We are unique in the fact that in addition to our experience and expertise, we focus on innovative comprehensive service solutions in a holistic approach that helps drive your organization's success – from a better image, better operation, to a better bottom-line.

We see a tremendous opportunity to create something truly unique for the ICC and LOS. Our strategy will include a partnership with SodexoMAGIC, LLC, and the RK Group. SodexoMAGIC, LLC is the joint venture between Sodexo, Inc., and Magic Johnson Enterprises, providing winning, comprehensive management solutions for our clients at many locations including stadiums. The RK Group's "boutique" convention center operating model delivers a fresh approach to convention business. You will find more details about our partnership and proven success in Section II of the RFI response.

We have developed a concise and succinct response for your review following the RFI submission format and page limit. Our entire team is enthusiastic about this project and available to answer any questions or provide additional information.

Thank you and we look forward to the next step.

Sincerely,

Cindy Simpson
Vice President Business Development
Sodexo Leisure Services
586 260 9974

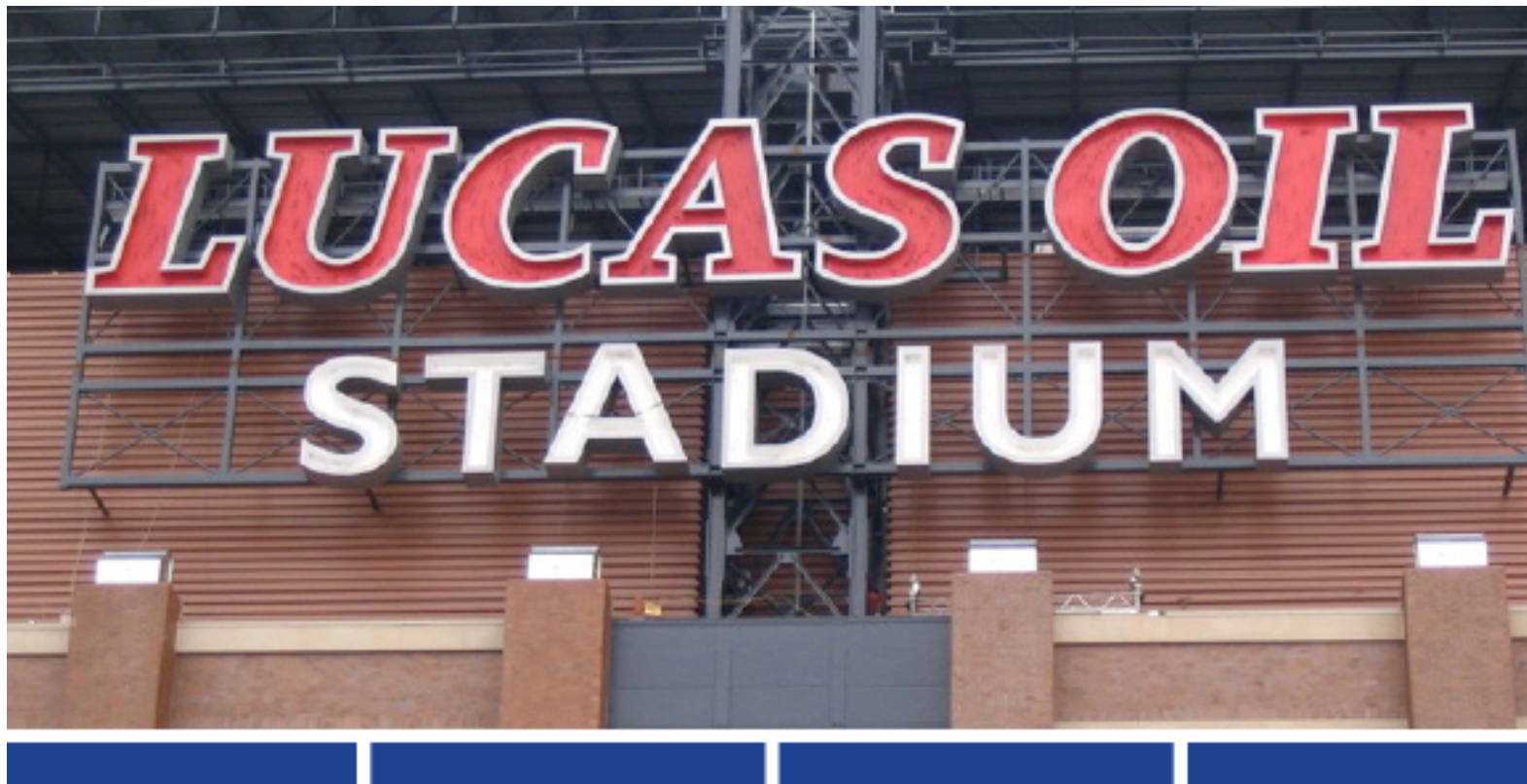


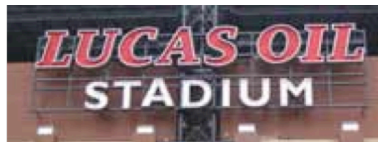
TABLE OF CONTENTS

- I. Question/Answer Form to the RFI (Company Information)
- II. Company Experience and Management Strategies
- III. Maximizing Quality, Minimizing Cost
- IV. Key Operations and Support Personnel



I. Question/Answer Form to the RFI (Company Information)

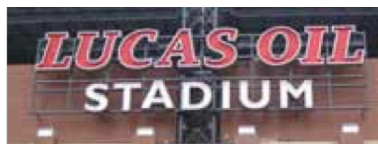
Question	Response
Company Profile	
Company name	Sodexo
Company address	9801 Washingtonian Blvd., Gaithersburg, MD 20878
Company web page	www.sodexousa.com
Location(s) of facilities operated and/or managed (including number of years operated and/or managed), previous and/or existing	Sodexo is a global organization serving our clients and their employees and guests in more than 33,000 locations in 80 countries, with sales in excess of \$20 billion. In the U.S. we have 6,000+ client locations that span all 50 states and Puerto Rico. Our Comprehensive Service Solutions offer services from onsite integrated facilities management in clients in corporations, healthcare, education, sports & leisure, public destinations, the defense/government sector, to special events, sales and marketing, remote site services and more. In the next section (Section II) we present a sampling of our clients
Number of years on the market	39 years- Sodexo was founded in 1966.
Main services	Integrated facilities management, food and related services, conference/convention centers, sports and leisure services.
Main markets/customers	Our Comprehensive Service Solutions offer services from onsite integrated facilities management in corporations, healthcare, education, sports & leisure, public destinations, the defense/government sector, to special events, sales and marketing, remote site services and more. In the next section (Section II) we present a sampling of our clients
Awards earned by company	Sodexo has been recognized as a leader of our industry by many organizations. The following are just a few 2009 awards: Sodexo Ranked #6 on <i>DiversityInc's</i> 2009 Top 50 Companies for Diversity; Sodexo Ranked #3 on IAOP's "Global Outsourcing 100" List; Sodexo named one of the 2009 World's Most Ethical (WME) Companies by the Ethisphere Institute; Sodexo Named One of World's Top 50 Green Outsourcing Suppliers; Sodexo Named as One of the Top Three Companies for African Americans by 2009 DiversityInc; Sodexo Named One of the 20 Best Places to Work for Recent Grads by Career Services Organization Experience, Inc; Sodexo recognized as a "Superbrand" in France, the UK and the U.S.



<p>Ligation currently pending or threatened against company</p>	<p>In the normal course of business there is generally a certain amount of routine litigation concerning casualty claims, employment issues, and other matters. However, there are no pending litigation matters or, to the best of our knowledge, no threatened litigation matters, which could have a material adverse impact on Sodexo's operations, including our ability to perform any obligations pursuant to the subsequent Request For Proposal.</p>
<p>Ownership structure with ownership status in percentage</p>	<p>Our global parent company, Sodexo, S.A., was founded in 1966 in Marseilles, France. Sodexo established Sodexo, Inc. in North America in 1971. Sodexo is a Large Corporation in status. The contracting entity in Indiana is Sodexo Services of Indiana Limited Partnership ("SS of IN LP"), which is a Delaware limited partnership. The general partner of SS of IN LP is Sodexo Management, Inc. ("SMI"), a New York corporation. SMI is a wholly owned subsidiary of Sodexo Operations, LLC ("SO LLC"), a Delaware limited liability company. The sole member of SO LLC is Sodexo, Inc. ("SI"), a Delaware corporation. SI is a wholly owned subsidiary of Sodexo, S.A. ("SA"), a societe anonyme organized under the laws of the Republic of France which is listed on the Euronext Paris First Market. The principal address of SS of IN LP, SMI, SO LLC and SI is 9801 Washingtonian Blvd., Gaithersburg, MD 20878. Pierre Bellon, along with members of his family, is the majority shareholder of Bellon, S.A., which is the controlling shareholder of SA. The address for SA is 3, Avenue Newton, 78180 Montigny-le-Bretonneux, France.</p>
<p>Structure of parent corporation, joint ventures, subsidiaries, partnerships or other relevant relationships</p>	<p>Sodexo has business units around the world and they are grouped into different operating regions such as Sodexo North America, Sodexo South America, Sodexo Europe, Sodexo Asia, Sodexo Pacific, and Sodexo Africa/Middle East. These groups report up to Sodexo CEO Michel Landel and Corporate Governance in France. Sodexo has more than 300 joint ventures/alliances/partnerships and a variety of subsidiaries around the world, including:</p> <ul style="list-style-type: none"> • Sodexo, Inc. (provides integrated facilities management services) • Sodexo Universal (support services to remote site clients) • entegra® Procurement Services, LLC (purchasing arm)



	<ul style="list-style-type: none"> Sodexo Service Vouchers & Cards (service vouchers and cards) SodexoMAGIC (Minority/Women-owned Business Enterprise - M/WBE) Sodexo Laundry Services, Inc. (laundry and linen services) The Wood Company (food and facilities services) Retail Brand Group (retail arm) <p>Sodexo Leisure Services will be responsible for providing services for ICC and LOS.</p>
Number of Employees in:	Sodexo currently employs more than 355,000 people worldwide. Our North American operations account for approximately 120,000 employees. Due to the extensive size of our company, we do not track employee figures by job type and are unable to provide the number in each category requested below. However, in the US we employ over 92,000 service workers and close to 28,000 management/professional personnel.
Total Company	Please see above.
Facilities management	Please see above.
Facilities operations	Please see above.
Accounting	Please see above.
Marketing, sales and promotion	Please see above.
External relations (e.g. government relations)	Please see above.
Financial Information:	Sodexo current operate at more than 30,000 client locations worldwide and more than 6,000 locations in the U.S. Due to the size of our company and number of locations we manage, we have included our company Consolidated Financial Statements for the past two years for your review immediately following this Q&A form.
Last year gross revenue (per facility)	Please see above.
Last year gross expenses (per facility)	Please see above.
Last year gross margin (average across facilities)	Please see above.
Last year gross revenue of company	Please see above.
Last year gross expenses of company	Please see above.
Last year gross margin of company	Please see above.
Last year gross profit of company	Please see above.
Stock markets where your company is listed	NYSE Euronext Paris
Contact person responsible for answering this RFI:	
Name	Cindy Simpson
Telephone	586 260 9974
Email	Cindy.Simpson@sodexo.com
Street address	17170 Bunker Hill, Macomb, MI 48044



Other Questions	
Conditions that are listed in the RFI that cannot be met	Not applicable
Reference information for past or current customers	We will provide details in Section II following the Consolidated Financial Statements.

Consolidated Financial Statements 2007- 2008

Fiscal 2008 Highlights

Five-year consolidated Financial Summary

	Fiscal 2008 ⁽¹⁾		Fiscal 2007 ⁽¹⁾	Fiscal 2006 ⁽¹⁾	Fiscal 2005 ⁽¹⁾	Fiscal 2004 ⁽²⁾
	(in millions of U.S. dollars)	(in millions of euro)				(in millions of euro)
Revenues	20,449	13,611	13,385	12,798	11,693	11,494
Year on year growth						
at current exchange rates		1.7 %	4.6 %	9.4 %	1.5 %	(1.6) %
at constant exchange rates		8.4 %	8.3 %	6.6 %	3.9 %	4.2 %
Percentage of revenues generated outside France		83.6 %	84.2 %	84.5 %	84 %	84.2 %
Profit for the period	596	397	363	333	221	197
• Profit attributable to equity holders of the parent	565	376	347	323	212	183
• Profit attributable minority interests	32	21	16	10	9	14
Cash provided by operating activities net of working capital						451
Net cash provided by operating activities	1,172	780	753	488	677	
Dividend payout		200	183	151	119	111

(1) Fiscal year items are presented in IFRS.

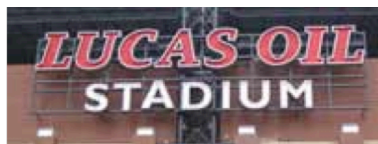
(2) Fiscal year items are presented in French GAAP.

	Fiscal 2008 ⁽¹⁾		Fiscal 2007 ⁽¹⁾	Fiscal 2006 ⁽¹⁾	Fiscal 2005 ⁽¹⁾	Fiscal 2004 ⁽²⁾
	(in millions of U.S. dollars)	(in millions of euro) ⁽³⁾				(in millions of euro)
Number of employees at August 31		355,044	342,380	332,096	324,446	312,975
Number of sites		30,584	28,896	28,234	26,634	24,866
Average number of shares outstanding		155,489,727	156,113,136	156,050,771	155,869,510	159,022,697
Earning per share		2.42	2.22	2.07	1.36	1.15
Dividend per share		1.27	1.15	0.95	0.75	0.70
Share price at August 31		46.26	48.38	41.61	28.18	21.58

(1) Fiscal year items are presented in IFRS.

(2) Fiscal year items are presented in French GAAP.

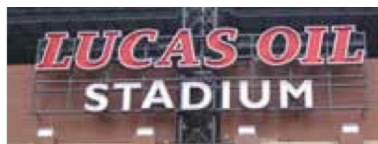
(3) Per share data is stated in euro.



Consolidated Income Statement

	Fiscal 2008		Fiscal 2007
	(in millions of U.S. dollars) ⁽¹⁾	(in millions of euro)	(in millions of euro)
Revenue	20,449	13,611	13,385
Cost of sales	(17,257)	(11,486)	(11,396)
Gross profit	3,193	2,125	1,989
Sales department costs	(291)	(194)	(174)
General and administrative costs	(1,870)	(1,245)	(1,181)
Other operating income	26	17	24
Other operating expenses	(20)	(13)	(18)
Operating profit before financing costs	1,037	690	640
Financial income	107	71	78
Financial expenses	(260)	(173)	(178)
Share of profit of associates	17	11	7
Profit before tax	900	599	547
Income tax expense	(303)	(202)	(184)
Net result from discontinued operations	0	-	-
Profit for the period	596	397	363
Minority interests	32	21	16
GROUP PROFIT FOR THE PERIOD	565	376	347
Earnings per share (in euro)		2.42	2.22
Diluted earnings per share (in euro)		2.40	2.19

(1) Calculated at the average exchange rate for Fiscal 2008: 1 euro = USD 1.502.

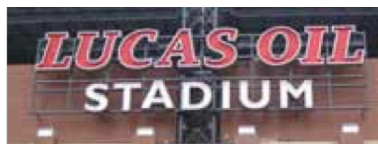


Consolidated Balance Sheet

ASSETS

	August 31, 2008		August 31, 2007
	(in millions of U.S. dollars) ⁽¹⁾	(in millions of euro)	(in millions of euro)
Non-current assets			
Property, plant and equipment	685	465	440
Goodwill	5,587	3,793	3,515
Other intangible assets	424	288	122
Client investments	239	162	149
Associates	59	40	37
Financial assets	147	100	88
Other non-current assets	19	13	13
Deferred tax assets	127	86	136
Total non-current assets	7,287	4,947	4,500
Current assets			
Financial assets	12	8	11
Derivative financial instruments	10	7	0
Inventories	298	202	185
Income tax	80	54	48
Trade receivable	3,852	2,615	2,089
Restricted cash and financial assets related to the Service Vouchers and Cards activity	711	483	454
Cash and cash equivalents	2,348	1,594	1,410
TOTAL CURRENT ASSETS	7,310	4,963	4,197
TOTAL ASSETS	14,597	9,910	8,697

(1) Calculated at the year end rate as of August 31, 2008: 1 euro = USD 1.473.



LIABILITIES AND EQUITY

	August 31, 2008		August 31, 2007
	(in millions of U.S. dollars) ⁽¹⁾	(in millions of euro)	August 31, 2007
Shareholders' equity			
Capital	927	629	636
Share premium	1,653	1,122	1,186
Undistributed net income	960	652	633
Consolidated reserves	(380)	(258)	(178)
Total group shareholders' equity	3,160	2,145	2,277
Minority interests	38	26	23
TOTAL SHAREHOLDERS' EQUITY	3,198	2,171	2,300
Non-current liabilities			
Borrowings	1,713	1,163	1,839
Employee benefits	283	192	232
Other liabilities	125	85	79
Provisions	78	53	53
Deferred tax liabilities	66	45	35
TOTAL NON-CURRENT LIABILITIES	2,265	1,538	2,238
Current liabilities			
Bank overdraft	46	31	33
Borrowings	1,993	1,353	111
Derivative financial instruments	3	2	1
Income tax	90	61	57
Provisions	53	36	49
Trade and other payable	3,875	2,631	2,618
Vouchers payable	3,074	2,087	1,290
TOTAL CURRENT LIABILITIES	9,134	6,201	4,159
TOTAL EQUITY AND LIABILITIES	14,597	9,910	8,697

(1) Calculated at the year end rate as of August 31, 2008: 1 euro = USD 1.473.

Net debt* represents 21% of shareholders' equity.



II. Company Experience and Management Strategies

Recognized as one of the global leaders in outsourced service management companies, we have concentrated on retaining our customers and organically growing our business relationships by offering a wide range of client services. Sodexo looks to continue investing in innovative programs and services that will increase the value of the services we provide to our clients and customers.

Recently Sodexo was ranked #3 in the world among outsourcing services companies on the International Association of Outsourcing Professionals™ (IAOP™) Global Outsourcing 100. This is the fourth consecutive year that Sodexo has been ranked in the top five on this prestigious list. Sodexo's strategic positioning is to become strategic business partner of businesses and organizations by creating, managing and delivering Comprehensive Service Solutions that help improve our clients' performance and development.

Comparable Experience

Sodexo manages the special and unique needs of a variety of public venues, including leisure and cultural destinations, convention and conference centers, government facilities, and more. We have extensive experience both in Europe and Canada with privatization and look forward to providing additional details in with our proposal.

Our client list spans the globe. You can find Sodexo hard at work catering to customers at the Chase Center on the Riverfront or providing hospitality at the Tour de France, Royal Ascot, Rugby Cup and now the Eiffel Tower. Sodexo, in partnership with Alain Ducasse, is proud to have been selected to provide the food services to the 7 million visitors who come to see the Eiffel Tower each year.

Following is just a sampling of our clients in Sports & Leisure and public destinations in the United States:

- The Rose Bowl
- The RFK Stadium
- Ohio State University Stadium
- University of Washington Stadium
- University of Texas at Austin Stadium
- Oregon State University Stadium
- Northwestern University at Evanston Stadium
- Georgia Institute of Technology Stadium
- Arizona State University Stadium
- University of California Berkley Stadium & Arena
- North Pointe Conference Center
- San Ramon Valley Conference Center
- Black Canyon Conference Center
- High Country Conference Center
- Chase Center on the Riverfront
- The John G. Shedd Aquarium
- Museum of Science & Industry
- Chicago Botanic Garden
- The Dallas Museum of Art
- The Houston Zoo
- Zoo Atlanta
- The Cincinnati Zoo
- Cincinnati Museum Center
- Indianapolis Museum of Art
- Children's Museum of Indianapolis
- And many more

Our Approach to Meeting your Objectives at the Indiana Convention Center and Lucas Oil Stadium

Imagine...creating a brand image that is uniquely Indianapolis

Imagine...partnering with a team known for community involvement and support

Imagine...not one but three organizations with a constant focus on growing your business and creating extraordinary visitor experiences





Imagine...the combined experience of Sodexo, SodexoMAGIC and the RK group, each recognized industry leaders with a validated history of success

We see a tremendous opportunity to put the right formula together to create a long-term, sustained partnership with the City of Indianapolis. This strategic partnership will comprise of expertise, brand power, operational excellence and innovation from these three world-class organizations – Sodexo, SodexoMAGIC and the RK Group, a unique formula for success. The ICC and LOS goals and values will be at the center of all of our actions. Our objective is to improve the appeal, reputation and financial performance of the venues.

We know strong partnerships are built and sustained by understanding and responding to the needs of our clients and guests each and every day. This requires that we are able to adapt our offerings based upon our understanding of your needs. We are committed to developing a unique offer designed to distinguish the ICC and LOS from the expected in a convention center and sports stadium environment and create a uniquely Indianapolis offer.

SodexoMAGIC

Sodexo and Magic Johnson Enterprises (MJE) have teamed up to provide unparalleled services for clients and customers. SodexoMAGIC is 51% owned by Magic Johnson Enterprises and 49% owned by Sodexo Inc. SodexoMAGIC uses broad-based consumer appeal to offer one-of-a-kind, top-quality management, as well as technical and operational expertise, adding excitement and energy to any environment. Our mission is to go beyond the food and facilities management process to increase the overall quality of life for our customers and improve the guest experience. SodexoMAGIC provides an extensive integrated portfolio of services ranging from total management of food and related services to housekeeping, groundskeeping, plant operations, maintenance, asset management and environmental services.

Why the SodexoMAGIC Partnership?

Brand Value, Community Influence and Economic Impact

Many companies have branded or positioned their goods and services with Magic Johnson Enterprises (MJE). All of these companies were able to boost effectiveness of their marketing and corporate communication over the last decade.

It is the belief of many companies that entered a business relationship with MJE that Magic Johnson was able to build, refresh and add new dimensions to their brands by transferring his value. This building process came at a value because they saved time by gaining instant creditable brand equity.

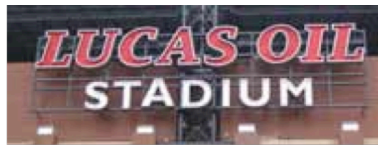
Like other companies that have capitalized on the MJE relationship, Magic Johnson will offer your organization cross- marketing opportunities. This competitive advantage will allow you to move into “new circles of influence” in communities across the globe.

MJE offers Sodexo the brand image, business development background and service creditability. MJE will provide the authenticity that is necessary to be effective at all internal and external customer levels.

Partnership Distinctions

Our Commitment to Diversity

SodexoMAGIC is pleased to be certified by the National Minority Supplier Development Council (NMSDC). Our proven track record for providing best-in-class services makes us the winning team to enhance our client’s ability to achieve their Tier 1 supplier diversity goals.



Sodexo and MJE are deeply committed to diversity advocacy and we are proud of our award-winning diversity programs and initiatives including our Supplier Diversity program with Minority/Women Business Enterprises (M/WBE). Exceeding expectations in the areas of food and facility management is what our clients hold us accountable for. Working with clients to make the world a more diverse and inclusive place is a part of who we are.

Our Commitment to the Community

Earvin “Magic” Johnson and Sodexo are community champions and award-winning diversity pioneers. MJE is committed to driving economic development and social change in communities around the country. Being a responsible corporate citizen is at the core of Sodexo’s business, setting the benchmark in areas such as sustainability, diversity and inclusion, wellness, and the fight against hunger. With the combined resources of these two brands, we strive to positively impact the clients we serve and the communities in which we operate.

All about the Customer...

Our focus and number one priority is on the customer and serving the customer’s needs. Our onsite management teams have vast customer base knowledge and retail experience that will drive success. Through the combined resources of the best in class operational standards and in-depth knowledge of the customer, SodexoMAGIC brings excitement and energy to any environment, leaving customers wanting more.

Imagine the Possibilities

SodexoMAGIC uses broad based consumer appeal to offer one-of-a-kind, top quality management, as well as technical and operational expertise, adding excitement and energy to any environment. Our mission is to go beyond the food and facilities management process to increase the overall quality of life for our customers. In addition to potentially meeting your service needs, we will work to develop unique value added offerings. Examples may include:

- Develop wellness initiative surrounding healthy eating and importance of exercise that will be endorsed by Earvin “Magic” Johnson.
- Exciting retail concepts co-branded with Earvin “Magic” Johnson that would include a grand opening personal appearance.

The RK Group



The RK Group stands on a solid foundation of experience, integrity, and sound financial management. For over 60 years, The RK Group – a conglomerate of affiliates specializing in receptions, galas, convention activities, cafeteria food services, corporate meetings, event supply rentals, including tents and tours and transportation – has been creating memorable events that bear the Company’s trademark stamp of imaginative ideas, attention to detail, and impeccable service.

Catering by Rosemary was established in 1946 when San Antonians Rosemary and Henry Kowalski bought Uncle Ben’s Diner. Customer demand prompted the Kowalskis to close the diner and move the expanding food service business into larger quarters. Greg Kowalski has served as President & CEO of the Company since 1988. He continues to demand of the company’s more than 800 employees the same hard work, exacting performance, and exceptional service that his mother expected.

In 1993, all divisions of the Company were consolidated into The RK Group, which currently consists of Catering by Rosemary, Inc.; Catering by Rosemary of Austin; Capitol Grill; Circa Texas, Inc; Circa Arizona; RK West of Phoenix Arizona; Illusions Rentals & Design, Inc.; Meetings Plus; The RK Group LLC; Flair Florals; Texas Expresso and The Story of Texas Café.



Commitment

Sodexo, along with The RK Group, is committed to creating and sustaining a long-term partnership with the City of Indianapolis to provide a unique and truly distinctive foodservice and facilities management program for the Indiana Convention Center. We are confident that we will be able to improve the appeal, reputation and financial performance of the services we provide to you and your guests.

Our commitment to clients guides our business philosophy. Our commitment to our business relationships and 100% client retention underlies everything we do. This commitment is embodied in the way we get to know and interact with our clients and share our knowledge, creativity, and best practices, bringing them the best ideas from around the world.

Client References

The following is a list of select references of the conference and convention facilities currently served by Sodexo and the RK Group in the United States where we provide comparable service experience. Services provided at these facilities include the operation of fixed and mobile concession and food court operations, catering of food and beverages including alcoholic beverage services to meetings and banquet functions, vending and various refreshment services. In addition, Sodexo and The RK Group provide varying combinations of Sales & Marketing, Conference Planning, Conference Services, Audio-Visual, Food & Beverage (Meals, Continuous Breaks and Catering), Front Desk, Lodging, Maintenance, Housekeeping, Custodial, Grounds and Administration, Concierge Services and Transportation Services.



Chase Center on the Riverfront

Megan McGlinchey
815 Justison Street
Wilmington, DE
302-425-4890

Annual Revenue: \$5.2 Million

Tenure: 11 Years

Services: Sodexo currently provides Special Event, Conference, Expo Show and Convention services for Chase Center, inclusive of all marketing, event booking, and food and beverage services. Chase Center is the largest special event facility in the Brandywine Valley for meetings, tradeshow, conventions and celebrations with over 87,000 square feet. This facility includes fifteen spacious meeting rooms with complete audio visual, a 266-seat auditorium, dedicated exhibit space and two beautifully appointed ballrooms, with exceptional on-site amenities for clients and guests. Annually, the Chase Center hosts 450 events with approximately 145,000 guests with sales in excess of \$5 million.

NorthPointe Conference Center

Patrick Griffin
Associate Services Manager
Nationwide Insurance
9243 Columbus Pike
Columbus, OH 43035
614-677-7796

Annual Revenue: \$9.0 Million

Tenure: 6 Years



Services: NorthPointe Conference Center is a four-star conferencing, hotel and catering operation located on 40 acres in the upscale Polaris entertainment and shopping area. The facility offers 40,000 square feet of meeting space featuring the latest in advanced audiovisual technology and professional conference services, an elegant 6,000 square foot ballroom, a 120-room business-class hotel, a 200-seat conference style dining room, and a 50-seat pub. Sodexo manages meeting facilities and support services, daily food and beverage services, lodging accommodations and support services (janitorial and maintenance), specialty catering, administrative and accounting services and sales and marketing support.

John G. Shedd Aquarium

Chicago, IL

Joyce Simon

312-692-3114

JSimon@sheddaquarium.org

Annual Revenue: \$9.0 Million

Tenure: 17 Years

Services: Sodexo provides restaurant, café, concessions and vending services to the Shedd Aquarium, which draws over 2,000,000 visitors each year. We have recently re-opened following a complete renovation of our foodservice operations. Our new services include a new quick casual restaurant, updated food court and fabulous new outdoor dining.

Museum of Science and Industry

Chicago, IL

Andy Zakrajsek

773-684-9844 x2341

andy.zakrajsek@msichicago.org

Annual Revenue: \$9.0 Million

Tenure: 7 Years

Services: Sodexo manages the Brain Food Court (Grill, Pizza, Exhibition Station, Market, and Deli), Brain Food Café, Ice Cream Parlor, Seasonal Kiosk, Catering, and Special Events. Sodexo in partnership with our client is currently in the process of updating and revitalizing our foodservice operations at the Museum.

Sodexo opened the food services at the Museum in 1985. After a competitive bid process in 2001, the Museum awarded its food services to another provider. A year later Sodexo was asked to return and has provided exceptional service for the past seven years.

University of California Berkley

Berkley, California

Steve Holton, Deputy Athletic Director

510- 642- 9094

Annual Revenue: \$2.5 Million

Tenure: 2 Years

Services: Sodexo offers creative fare under festive white tents with new carts with sausages, kettle corn, pizza, tri-tip sandwiches, and crab rolls, in addition to classic concession food and catering services.

Ohio State University

Columbus, Ohio

Richelle L. Simonson, Associate Athletic Director of Ticketing



614- 292- 2624

Annual Revenue: \$7-8.5Million

Services: Concessions, Suite services, Training Table, Catering



the rk group

Henry B. Gonzalez Convention Center

Mr. Michael Sawaya

Director, City of San Antonio, Department of Convention, Sports, and Entertainment Facilities

200 East Market Street

San Antonio, TX 78205

Phone: 210 207 8500

Annual Revenue: \$24Million

Tenure: 38 years

Average Number of Events Annually: more than 450 groups with 4,000 to 5,000 functions including more than 750,000 delegates from around the world

Services: The RK Group has been the exclusive service provider at the Henry B. Gonzalez Convention Center since 1971. The convention center has 1.3 million square feet of space and serves thousands of visitors each year and has produced a volume of 24,000 meals per day. Services provided include the operation of fixed and mobile concessions, catering of food and beverages including alcoholic beverage services to meetings and banquet functions, and various refreshment services. In addition the RK Group provides Sales & Marketing, Conference Planning, and full service Conference and related Services.

History of Success

In addition to the above references both Sodexo and The RK Group have a history of year-over-year growth. The following are just a few examples.

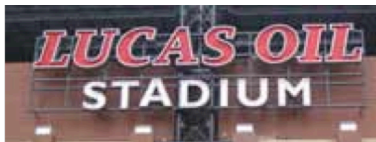
Sodexo provides global resources and standards dedicated to world-class dining, while giving the local team the flexibility to engage regional expertise and focus on each client's individual needs. The following are just a few of our many success stories.

Black Canyon Conference Center

Year	1	2	3	4
Sales Revenue	\$1,500,000	\$2,390,494	\$2,959,933	\$3,392,235

Actions/Activities/Tactics to Support Growth

- Assumed the business at the former "YWCA Conference Center"
- Changed the name, changed the image, changed the experience
- Recruited a Director of Sales, Sales Manager and Sales Associate
- Recruited industry experienced General Manager
- Invested in significant property enhancements
- Increased CMP rate; eliminated discounting practices
- Created centralized break stations and dining room
- Upgraded the guest culinary experience
- Increased the hospitality skills of the staff



- Invested in “8-hour” chairs, drapes, A/V Equipment, Internet capability, and added a business office
- Focused on Corporate, Association and Government markets
- Created marketing collateral including rack brochures, web site, hallmark brochures and increased involvement in industry publications and memberships in local associations

San Ramon Valley Conference Center

Year	1	2	3	4
Sales Revenue	\$8,600,000	\$9,300,000	\$11,800,000	\$12,100,000

Actions/Activities/Tactics to Support Growth

- New owner allowed us to make revenue driven changes
- Recruited Director of Sales, Sales Manager and Sales Associates
- Changed the name, changed the image, changed the experience
- Invested in significant property enhancements
- Increased the rates; eliminated discounting practices
- Created centralized break areas
- Upgraded the entire culinary experience
- Increased the hospitality skills of the staff
- Created marketing collateral including rack brochures, postcards, hallmark brochures and increased involvement in industry publications and memberships in local associations
- Enhanced all services
- Targeted specific customers and audiences
- Established booking patterns around external business as well as the routine internal owner business

NorthPointe Conference Center

Sodexo developed specific marketing plans and tactics to attract several differing groups. We recognized that each group has very specialized needs and provided an offer and program to meet their needs. The following is an overview of our success.

Corporate

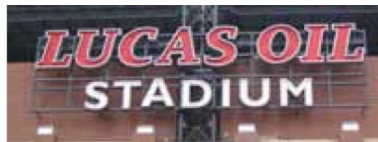
- 2007 - \$888k
- 2008 - \$1.474MM (+66%)
- 2009 - \$1.300MM (-12%)

Association

- 2007 - \$125k
- 2008 - \$791k (+633%)
- 2009 - \$833k (+5.3%)

Social (including weddings)

- 2007 - \$160k



- 2008 - \$355k (+222%)
- 2009 - projected \$539k (+51.8%)

Military

- 2007 - \$0
- 2008 - \$0
- 2009 - \$25k

Actions/Activities/Tactics to Support Growth

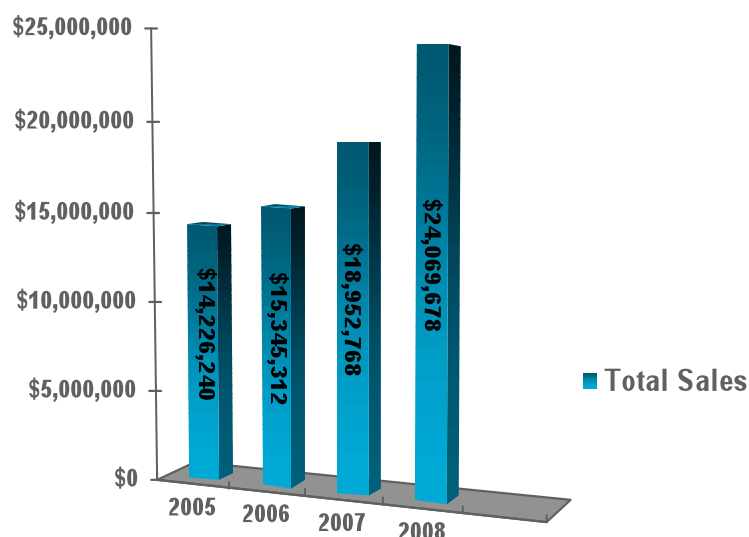
- Worked with Nationwide leadership to release more space to external sale sooner
- Hired salesperson dedicated to the Association market
- Hired a salesperson dedicated to the Social/Catering market
- Increased exposure through Meeting Planner Summit, Advertising (both local and national), Quarterly Newsletter, Weekend Transient Packages, Holiday & New Years Eve Party, etc.
- Increased follow-up calls to rebook within 2 weeks of departure
- Increased prospecting activity in all markets.
- Re-designed website to target additional markets (outside of corporate), increase search engine results
- Increased marketing activity including: targeted event marketing, advertising (local, regional and national), e-mail newsletter, wedding collateral / advertising
- Steadily increased rates annually -- up to 2008/9

The following are a few additional highlights of Sodexo's success at other Sodexo managed accounts.

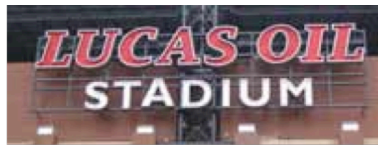
- At the Chase Center on the Riverfront we have grown our catering business 53% over the previous service provider
- The Shedd Aquarium had only 15 events per year when we took over and today it's a \$3,300,000 business
- At Museum of Science & Industry, there were 12 special events on the books when we took over, and we now do \$2,500,000 in catering business



The RK Group has also has a history of successfully growing their business. The following is an overview of their year over year growth at the Henry B. Gonzalez Convention Center.



Marketing Focus and Expertise



Sodexo provides sales and marketing services to many of the most prestigious venues across the country. We create customized Marketing Plans designed to offer innovative marketing solutions that complement the desires of your guests and visitors to encourage repeat visits and word of mouth referrals.

We will develop a customized marketing plan that will be a catalyst for building community support, drive special event activity and enhance the overall experience, thus delivering value to individuals and groups. Before implementing our proposed plan, we collaborate with you to ensure our plans are aligned with their goals.

Our knowledge of the local and regional market and proven marketing experience will ensure our success. In addition, our marketing efforts will be monitored, tracked and updated as needed based on the success of each effort.

An Industry First...

Magic Johnson is nationally recognized as a role model and for his efforts in supporting under served communities. Imagine the power of SodexoMAGIC and Ervin Magic Johnson to support your marketing efforts and the ability to reach untapped markets. The following are just a few options to consider.

- W Magic Johnson to attend a pre-season opening or community awareness program
- W Quarterly marketing pieces sent to potential clients to promote special events, activities and promote upcoming events and catering services
- W Promote development initiatives

Not only would this provide an incredible addition to your marketing initiatives but it would contribute to your support of minority companies and provide additional minority spend because SodexoMAGIC is a NMSDC certified MBE company that is 51% owned by Magic Johnson Enterprises.

Event Planning

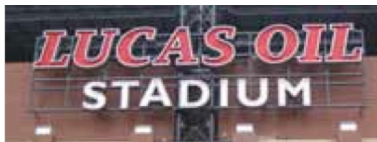
From the very first inquiry, our dedicated team will be there to co-ordinate each event and ensure that it runs successfully and smoothly. Whether at ICC or LOS, our sales and marketing team make planning and hosting an event easy. With a dedicated sales executive on hand to discuss event details and create a tailored proposal to suit every event need - no conference organizer could ask for more!

Enhancing Quality and the Guest Experience

We will develop a foodservice program designed to meet the needs of the many different visitor groups that will visit the Stadium. Our proposed foodservices will offer something for each individual. Our strength lies in the developing a customized program designed to meet the diverse needs of every guests including adults, children, families and students.

Our recommendations are designed to enhance both the venue and product visibility, to provide multiple offerings, to increase impulse sales, and to ensure we offer something for every guest. It's not just the food, but the combination of menu, service, consistency, environment, quality and value. We plan to introduce menu items that have benchmarked against the successful quick casual restaurants, in an environment that compliments the venue and your mission.

All of our objectives will be measured in terms of outcomes:



OBJECTIVE	OUTCOME
Provide an innovative high quality food and facilities service program	Enhance the experience and comfort of each visitor, maximize guest satisfaction and per capita income
Multiple offerings and points of service	Maximize satisfaction, speed of service and throughput
Concepts designed to meet the needs of all visitor groups and special event guests	Provide an extraordinary, customized guest experiences
Maximize sales	Greater financial return to the ICC and LOS
Enhance product and menu visibility	Increased utilization of food services
Enhance the Convention Center and Stadium's atmosphere and guest experience	Encourage repeat visits and word of mouth referrals
Provide the highest quality food & presentation	Increased perceived value

Working with the City and the Convention and Visitors Association

Our overall management strategy and sales and marketing approach will positively impact the annual and public events such as events featuring the Indianapolis Colts, the Circle City Classic, Indiana Black Expo, NCAA events and more. We will be committed to working with the City to not only ensure all recurring events are supported but their services will be taken to the next level.

We have the experience in working with visitor bureaus, associations, and destination management companies to drive event sales. We look forward to working with Indianapolis' Convention and Visitors Association to maximize booking at the ICC and LOS.



III. Maximizing Quality, Minimizing Cost



Client-Centered Approach

Sodexo feels so strongly about our clients that we have adopted a global strategy to ensure we satisfy and retain 100% of our clients. We achieve superior results by employing superior business practices and tools, training, technology and reporting.

Business Planning

You can count on a detailed business plan, 100% auditable systems, and regularly scheduled reporting. Our approach has proven results and creates a detailed operating history for our services to assist you with future planning.

Annual Reviews, Quarterly Business Reviews and Monthly Reporting

You will receive regular, detailed reports demonstrating our ongoing performance in all areas of the operation as well as year-to-date activity compared to budget.

Customer Feedback

On an ongoing basis, we conduct focus groups and tally customer survey cards, e-comments, and comment cards. We'll find out how we're doing and—based on customer feedback—generate fresh ideas for new and improved products.

Action Plans

We'll create a list of obtainable goals for improving each aspect of the services we provide and put into place the fresh ideas generated from the feedback we received from our focused monitoring systems and processes.

Service Excellence and Customer Satisfaction Strategy

Growth and Guest Retention

Several studies have found that it costs about five times as much in time, money and resources to attract a new customer as it does to retain an existing customer. We recognize that customer satisfaction influences repeat purchases and word-of-mouth recommendations. Therefore, it is our top priority to maintain high levels of service, be aware of customer expectations, continually improve our products and services through innovation and training, and to empower our frontline employees to attend to every need of our customers.

Ensuring and Measuring Customer Satisfaction

We seek continuous feedback from our customers through customer satisfaction measurements. Sodexo utilizes several tools to capture client feedback on an on going basis, including annual and spring surveys. We survey customers to help us keep a clear focus on what our customers like and uncover their needs and displeasures. What are we doing right, and where can we make improvements?

Customer Surveys and Feedback

We are constantly attuned to the satisfaction of our customers, looking for new ways to improve our products and services. We have a number of tools available to help us.

- Comment cards provide ongoing feedback and enable us to identify problems quickly and immediately take action.
- Focus groups generate ideas for new or improved products and services. These Focus groups can also be used for roundtable taste tests as we evaluate new recipes and station concepts.
- Client satisfaction surveys, conducted annually, will give us your perspective on your



satisfaction, and the satisfaction of your employees and guests. This further enables us to identify opportunities to refine our services and create an environment of continuous improvement.

- Online customer feedback forms get customer input electronically on the internet, allowing us to quickly follow up with our customers. We can post discussion pages with comments and responses, and compile summary reports for your review. A business plan will detail our response to any areas identified for improvement. Sodexo is committed to continuously delighting our customers with expert service.

Mystery Shopper Program

Mystery Shoppers help to reinforce the customer experience; therefore Sodexo has a mystery shopper program available for use at ICC and LOS. Trained “customers” will be on premise weekly to become a guest and dine in a number of restaurant venues. Their experience will be documented on well thought out forms and relayed to Sodexo management. On-site and District Managers will communicate results to our clients and develop corrective actions for continuous improvement of the guest experience.

Customer Service Training

Customer satisfaction is immensely important to all of our people, and we give them the training they want and need to be their best. Customer service training modules—facilitated in 20-minute sessions—cover topics such as:

- “FiSH” Training - by Stephen C. Lundin, Ph.D., Harry Paul, and John Christensen
- How to respond to a customer’s needs
- How to present a “service first” image
- The “Art of Communicating” with customers
- Recognizing internal and external customer needs
- How to consistently provide positive customer interaction

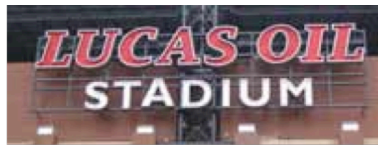
Client Benefits

The business planning and business review process creates a great working history of the operation, is an important time to meet and collaborate, and ensures our services are continuously aligned with your objectives.

Following are just some of the details included in Sodexo Business Plans:

- Prior quarter financial results
- Year-to-Date financial results
- Trend analysis
- Key result indicators (per capita spend, internal and external catering sales, sales per labor hour, product cost, labor cost, etc.)
- Training activity
- Survey results
- Marketing and promotional events
- Upcoming events and promotions
- Innovations
- Industry trends
- Benchmark data

Client Satisfaction Surveys, conducted annually, will give us your perspective on your satisfaction, and the satisfaction of your employees, volunteers, visitors and guests. This enables us to identify opportunities to refine our services and create an environment of continuous improvement.



Accounting and Financial Controls

Cost Management

Supplies and labor are the two largest expense components of foodservice and facilities operations and must be managed with diligence. We use in-depth processes to effectively plan and optimize performance. We ensure we have maximum staff during peak demand and control labor during low demand. This ensures we provide ongoing extraordinary experiences while managing expenses to allow us to provide a maximum return to you. The following are brief highlights of what makes us effective:

Food Production

Trends W@tch: Sodexo's Supply Management, Strategic Planning, and R&D teams will provide your operation with current trend data and cost projections. All menus and promotions will be created using the freshest and most appropriate seasonal ingredients, and will take advantage of the season's best values.

Computerized Food Production System: Our Menu Essentials system enables managers to more effectively track dining habits, inventories and productivity. It reduces the chefs' and managers' time spent in offices, planning and purchasing, so they can focus on customer service, quality and program execution.

Supply Management: Sodexo purchases billions of dollars worth of food, services, supplies and equipment every year. We maximize our purchasing power and value to our clients and customers through our global, national and local supply management strategies.

Recipe and Portion Compliances: We create our recipes and portion sizes to satisfy normal appetites. Recipe and portion compliance assures customer satisfaction with consistent quality products at expected prices. Our chefs and managers have the flexibility to adjust portion sizes and recipes for their individual operation.

Waste Chart: We minimize waste through extensive training and careful tracking. We minimize over-production, pilferage, customer waste and inconsistent portioning. We closely track waste and investigate any variances. We have achieved significant weekly savings with our waste chart system.

Labor

Payroll: We complete daily audits of time cards to determine compliance with the master work schedule. At the conclusion of the week, total hours for compensation purposes are consolidated on a Payroll Time Report and forwarded to our corporate headquarters for processing. Each employee is paid—by policy—to the nearest tenth of an hour, and checks are issued on a weekly basis.

Employee/Management Training Programs: An ongoing commitment to training provides not only a customer service-oriented employee, but one that understands the importance of proper recipe/portion compliance, proper food handling techniques, and other aspects that ultimately result in greater savings.

Labor Optimization: We employ a proprietary labor optimization system that enables us to assess both daily tasks and labor levels. We thoroughly assess the site tasks, labor requirements and opportunities for synergy and cross training. We measure productivity using Sales (S) or Customer Count (CC) per Labor Hour (LH) analysis. No universal S/LH or CC/LH formula exists; it will be customized for your operation to account for the unique conditions and desired service level.

Quality Management



Our proven quality management program will not only ensure consistently high standards throughout every aspect of the ICC and LOS operations, it is a great tool to help us monitor and improve our performance.

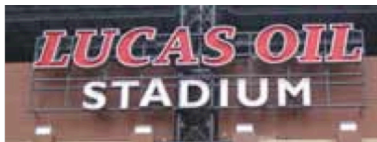
Our sanitation and safety programs are the most sophisticated in the industry and they exceed most state and local regulatory standards. You and your guests can dine with confidence knowing that every precaution has been taken according to Sodexo's stringent food safety system- HACCP (Hazard Analysis Critical Control Point). Our operation will fully comply with OSHA and local health ordinances.

Our business measurement metrics and financial reporting are industry leading and supported by our cutting-edge technology.

We will be the best in class in every product, service and process. The following matrix indicates some of the methods we ensure in all areas of our operations:

Performance Matrix

	Performance Measured	Frequency	Responsibility
Food Safety			
Menu Essentials	Food production, menu management	Daily	General Manager or Chef
Daily Essentials	Program standards, food quality, etc.	Daily	
Food Safety Audit	Effectiveness of HACCP Food Safety system	Monthly	
Menu Essentials	Food order confirmation, pricing accuracy, update of trends, etc.	Monthly	
Customer Service			
Client Survey	Account performance, satisfaction and improvement opportunities, etc.	Annually	General Manager, District Manager Team General Manager Marketing
Customer Surveys	Customer satisfaction and expectations	Monthly and Quarterly	
Customer Feedback Focus Group Comment Card Electronic Feedback	Customer satisfaction and expectations	Monthly and Quarterly	
CaterTrax	Online catering order system, menu viewing, feedback system	Daily	
Financial Accountability			
Business Plan	All aspects of account management	Annually	General Manager,
Quarterly Review	Performance results every quarter	Quarterly	



Financial Audits	Compliance and accuracy of accounting systems	Semi-annually	District Manager, Finance Team General Manager Managers General Manager
Budgeting Process	Forecasting fiscal accountabilities	Annually	
Menu Essentials	Production accuracy, food cost monitoring	Daily	
Labor Optimization	Staff productivity and control	Daily	
Key Results Area	Performance criteria such as check averages, participation rates, food cost, overtime hours, sales per labor hour that affect financial results	Daily and Weekly	
Human Resources			
Manager's Objectives	Manager's performance	Annually	District Manager General Manager Training Manager
Staff Annual Review	Unit staff's performance	Annually	
Training Tracking Report	Effectiveness and outcome of training program	Quarterly	



~Client Quotes~

"The best food I have ever had at any event"

"I am so glad we picked Sodexo for this event and this contract"

"From day 1, every time we meet someone new from Sodexo, we are so impressed"

"The party was better than our other event two days ago at the Four Seasons Hotel in New York and we were particularly impressed with the food quality"

IV. Key Operations and Support Personnel



From the onsite management team to hourly service staff, we are committed to employing the right person for the job. Our employees' dedication to serving our clients makes them our, and your, greatest asset.

We are fortunate to have a team of dedicated professionals who are committed to delivering on our promises each and every day. Our leisure leadership team, led by Steve DiPrima, is devoted to developing quality solutions that support the unique mission of each of our client organizations by creating customized programs. They provide a continuation of the experience to assist our clients in their mission to grow and attract new guests. Sodexo provides the right points of service and offerings in the right locations, taking into account the demographics of our guests.

Whether it's developing a marketing plan to maximize participation, or a partnership with a local celebrity chef that inspires a new brand of special event services, the real value to our clients comes from the expertise and exceptional level of execution that our people bring to the table each day.

A strong team spirit infuses every aspect of our relationships with our clients, customers, and one another. The following is an overview of our key management team dedicated to supporting our Leisure Services clients we proudly serve. These individuals will be actively involved in all aspects of the management of the ICC and LOS assisting our onsite teams to deliver the highest performance. There are many more individuals supporting our clients in many disciplines such as human resources, finance, safety, training, IS&T, procurement, and more. Out of respect for the page limit of this RFI response, we are highlighting a select team of key personnel below.

Steve DiPrima, President Sodexo Leisure Services

In his role as President, Steve has had an expanding role in our retail and leisure business. Under Steve and his team's leadership, we manage a diverse portfolio including public venues, fine dining, and retail operations. These include: the Dallas Museum of Art, the Cincinnati Museum Center, Chase Center on the Riverfront, John G. Shedd Aquarium, Seattle Aquarium, the Museum of Science and Industry, COSI, Columbus, Children's Museum of Indianapolis, Indianapolis Museum of Art and many more.

Steve and the team are proud to have far exceeded our predecessor's quality, service and performance since being awarded the Louisville Zoo contract, and we have recently extended our agreement by ten years following a government mandated bid process. Our team was also recently awarded a ten-year contract extension at the Detroit Institute of Arts and the Museum of Science and Industry in Chicago as well as being selected as the new foodservice provider for Chicago Botanic Garden.

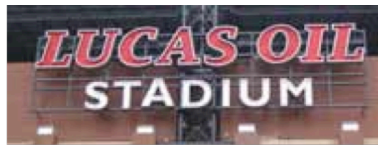
Steve attended Bryant College in Rhode Island, Dallas Baptist University and has extensive retail, operations and leadership experience.

Patty Johnson, Vice President Operations

Patty has extensive special event experience ranging from intimate events for dignitaries and celebrities to large-scale events for 17,000 people. Patty is passionate about the business and her team's ability to exceed guest and client expectations, not only at the special events, but in their retail venues. Along with managing the Dallas Museum of Art, Museum of Science and Industry, the Shedd Aquarium, Seattle Aquarium within the past 5-10 years, Patty and her team recently opened the foodservices at the Fort Worth Museum of Science and History. Patty has a B.S. degree in Food and Nutrition from the University of Illinois, and has over 30 years industry experience.

Connie Chambers, District Manager Leisure Food Operations

Connie's background and experience include degrees in Culinary Arts and Restaurant and Hospitality



Management, formal culinary training, and extensive operations, catering and marketing experience. Connie's strengths include developing and implementing strategic marketing plans, talent recruiting and development, optimizing public venue operations, and much more. Connie has been engaged in services for clients at the Museum of Science and Industry, Seattle Aquarium, Dallas Museum of Art, Chicago Botanic Garden within the past 5-10 years, and recently opened foodservices at the Fort Worth Museum of Science and History.

Scott Campanella, Leisure Operations

Scott Campanella is a seasoned operations executive highly successful at steering diverse organizations through start up, turn around, and growth. Scott is a team-spirited leader who elicits peak staff performance, consistently delivering a quality product on time and within budget. After receiving his Bachelor Arts Degree from Temple University in 1991, Scott began his career in the hospitality industry. His cultural and public destination management experience includes some of the most visible and respected venues in North America.

Scott has highly decorated experience in developing new business models, sales and marketing. He also has demonstrated success in performing art centers, convention centers and museums. In 2007 Scott proudly joined Sodexo Leisure where he currently manages Sodexo's cultural destinations on portfolio for the East Coast.

Major clients Scott has worked with within the past 5 years include the Chase Center on the Riverfront which is a client for more than 10 years. Recently Scott led the new opening, renovations, and re-inventing of foodservices at the Indianapolis Museum of Art and created a new, strong culinary identity in the community. Sodexo took this account over from a well known chef's catering company who failed at this venue.

Sandy Boyd, Marketing and Culinary Design and Quality Assurance

Sandy has over 26 years of experience in the foodservice industry. Sandy's strengths include developing and implementing strategic marketing plans as well as program development and implementation with a constant focus on achieving maximum guest satisfaction. During her career, she has provided support for our operating teams both front and back of the house including management of restaurants, backstage, patron concessions and catering.

Sandy developed and oversaw the implementation of many new construction and redesign projects including the Dallas Museum of Art, Detroit Institute of Arts, the Cincinnati Museum Center, the Indianapolis Children's Museum, Houston Zoo, Seattle Aquarium, the RFK Stadium, and many more within the past 5-10 years. Sandy is passionate about the services we provide to our clients and guests.

Chazz Alberti, CEC, Culinary Director

Chazz has over 30 years experience, beginning his career during the Philadelphia restaurant renaissance and the birth of Fusion Cuisine. He has led culinary teams at Sands Hotel and Casino Restaurants, Hershey Philadelphia Hotel, Le Champignon, and Restaurant Mirabelle, and Whitford Country Club. He has won numerous awards including; a Gold Medal winner New York Hotel and Restaurant Show Culinary Salon, American Culinary Federation, Philadelphia Chapter "Chef of the Year" and the "Chef de Cuisine" for Chaine de Rotisseurs and International Food and Wine Society Dinners. Chazz also led the Culinary Team tribute luncheon for Julia Child at the James Beard House.

Chazz has been with Sodexo for over 9 years, and currently supports the culinary team for Sodexo Leisure Services. As a member of SEED, Sodexo's Sustainability Initiative in North America, Chazz is committed to developing best practices for utilizing locally and sustainably grown foods, connecting the



guest with the land, and reducing our footprint on the environment. Chazz's respect for each and every ingredient; encourages thoughtful preparation of comforting foods into creative and sophisticated presentations.

Kerrie Van Horn, Director of Marketing

Having worked in the hospitality industry for over 25 years, Kerrie has developed an expertise in marketing leisure services to external guests. Whether it is selling an ice cold drink or a four-course dinner, or a tented barbecue or exhibit hall, every interaction is an opportunity to impact a guest creating a memorable experience. Her expertise includes developing marketing plans including market research, branding and tactical communication strategies to drive revenue and increase guest participation.

Kerrie currently supports the food service marketing efforts of the east coast leisure accounts including Delaware Art Museum, Virginia Aquarium, Mystic Seaport, Plimoth Plantation, Old Sturbridge Village and Phipps Botanical Gardens. She also oversees the entire marketing communications program at the Chase Center on the Riverfront, an 87,000 sq. ft special event facility, managing a \$90,000 marketing budget.

Kerrie has a B.S. in Business Administration, Marketing from the University of Delaware and has extensive restaurant and catering operations experience prior to her position as Director of Marketing for a privately owned golf course and restaurant company.

Randi Rogers, Marketing Manager

With more than twelve years of management experience, Randi has been involved in multiple segments of the service industry. After graduating from the University of Michigan, Randi began her career with Sodexo as a Catering Manager but eventually found her true calling in Marketing, which utilizes both her analytical skills and passion for creativity.

Among her many talents, Randi has a knack for technology and is constantly striving to embrace the latest trends in virtual marketing; while also educating herself and others on new software, web applications and tools that afford a more efficient, socially conscious and cost effective way of doing business.

In the years she has spent supporting cultural institutions, Randi has taken marketing to an entirely new level. What was once a photo gallery is now a virtual tour. What was once a Word document is now a competitive sales tool. From flash animation to Facebook; she has tried it, tracked it, and set off to figure out the next move in the world of sales and marketing.

Larry Pearl, Senior Vice President Conference Services

Larry has over 30 years' experience in the contract management and conference services industry, during which time he has successfully achieved continual improvements in his areas of responsibility through the development of the skills and talents of his team members. He is responsible for the Conferencing Services Group within Sodexo in the US. While serving on the Board of Directors on the International Association of Conference Centers in North America, he was the Chairperson for the Membership Values Committee.

Major clients Larry works with include Northern Arizona University, Fannie Mae, and Qwest Communications within the past 5 years, and the Pacific Gas and Electric Company and YMCA are Larry's clients of more than 10 years.

Gary Herald, Senior Vice President, Facilities Management



Gary Herald brings more than 20 years of integrated facilities management (IFM) experience to his position of Senior Vice President for the Corporate Services, Facilities Management division. In this role, he is responsible for the division's entire Integrated Facilities Management operations portfolio and support teams across the U.S. This includes serving industrial, commercial and leisure clients with a focus on customizing solutions for each of our client's needs. Gary also serves on several councils and committees within Sodexo that drive the company's overall Comprehensive Service Solutions strategy and direction on a global level.

Gary has a Degree in Environmental and Industrial Engineering. Prior to Sodexo, Gary was the President of Facilities Management for Crothall Facilities Management, Inc. In addition, he was the Owner/Operator of a regional Construction firm and worked for several years with General Electric's Aircraft Engine group.

Major clients Gary has worked with within the past 5 years or more are Colgate/Palmolive, Proctor & Gamble, Los Angeles County Museum of Art, Performing Art Centre of Los Angeles, Disney Concert Hall, and has been engaged with contracts at John Deere for more than 10 years, and Gillette for more than 35 years.

Paul DelCorso, District Manager, Facilities Management

Paul is an innovative, result driven, cost effective Facilities Manager with Sodexo for more than 10 years. His technical expertise ranges from custodial, grounds services, maintenance and recycling programs. He has years of experience in facilities management and brings a great deal of knowledge in the area of facility services. In his previous roles he created and implemented an OSHA-approved lifeline cabling system to ensure 100% tie off during exterior window cleaning operations, resulting in decreased injuries and increased productivity. Additionally, he increased sales more than 20% through add-on business, additional services, and customer satisfaction, negotiated successful contract renewals and initiated over \$100,000 in cost saving measures. Paul has worked with major clients like Sharp Electronics and Proctor & Gamble within the past 5 years and has served the John Deere facilities operations, a contract of more than 10 years.

Paul is a graduate from the Virginia Commonwealth University with a B.S. in Business Administration and Management. Currently, he is pursuing a FMA/RPA from BOMI.

Darlene Baldearena, Vice President of Circa, The RK Group

Darlene Baldearena, Vice President of Circa, has been part of the RK Group of Companies since 1997. She enthusiastically leads Circa in three different locations: San Antonio, Austin & Phoenix. Ms. Baldearena is responsible for maintaining and growing revenue as well as branding and marketing for each office. The Circa team is known to deliver consistent service, the highest quality of products and unmatched creativity.

Ms. Baldearena has established a meaningful business relationship with corporate clients such as Cardinal Health, John Deere and Monsanto, often working with multiple divisions within each corporation. Circa holds preferred vendor status with major third party clients such as Experient, BI, SEI, Carlson Marketing and Gray Consulting who are responsible for groups ranging in size from 1,400 – 7,000 for major businesses such as Toyota, Johnson and Johnson, Chevron, Home Depot and Cannon. Many of these relationships have been in play for over 10 years.

Becky Carrizales, Director of Operations, The RK Group



Becky Carrizales is the Director of Operations for the RK Group at the Henry B. Gonzales Convention Center. Ms. Carrizales is responsible for overseeing the daily operations on the Convention floor which boasts 1.3 million square feet of space. She oversees multiple managers and supervisors as well as over 50 full time wait staff and at times up to 100 temporary staff as needed. Ms. Carrizales works closely with multiple Account Executives and Culinary team members to ensure outstanding communication and flawless execution of all events. She is responsible for the setup and flow of all events. In addition, she participates in site visits for future events. Ms. Carrizales has worked with such groups as AT&T, USGIF, and USGSA. Ms. Carrizales also carries the CMP designation.

Brenda Teichroeb, Director of Sales and Catering, The RK Group

Brenda Teichroeb, oversees the catering sales team at the Henry B. Gonzalez Convention Center and Alamodome in San Antonio, TX. The HBG Convention Center boasts 1.3 million square feet of meeting space and 24 million dollars in sales revenues for 2008. Ms. Teichroeb is nationally renowned for ensuring that both she and her team exceed client expectations from pre-planning through receipt of final payment. She has cultivated a fantastic relationship with the San Antonio Convention and Visitors Bureau and is responsible for ensuring that numerous, detailed rules and guidelines are always followed, as set forth by the City of San Antonio.

Ms. Teichroeb has had the pleasure of working with Breast Cancer Symposium, Society of Gynecologic Oncologists, SAP Global, and National Petrochemical and Refiners Association. She is proud to have a business relationship with Mr. Steve Clanton, VP Sales, San Antonio CVB that is reaching 5 years. Ms. Teichroeb is CMP and CHSP certified.

Additional Corporate Support and Expertise

In an effort to respect the page limit to the RFI response and to keep our information succinct, we look forward to providing detailed bios of additional support staff in various disciplines in our RFP response. The following are highlights of additional support Sodexo will provide to the services at ICC and LOS.

Human Resources and Labor Relations- Our regional HR Director and support staff ensure best-in-class human resources management at the unit level in regards to recruitment, personnel administration, benefit administration, fair employment practices, labor law, EEO and AA compliance. Our experts in our Labor Relations department guide us through collective bargaining and contract negotiations. Sodexo has many positive relationships with various labor unions throughout the country.

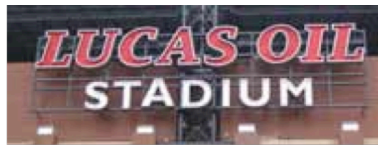
Food and Physical Safety- Area food safety and loss prevention support staff ensure our clients, customers and guests receive superior services within safest environment via safety audits and continuous improvement process.

Training- Annually Sodexo spends more than \$8 million on training our people. Each client location is supported by a dedicated area training manager to ensure our managers and staff is properly and continually trained with skills and knowledge that improve their performance and services to our clients.

Finance- Our area finance director monitors and ensures accountability for financial performance, processes, and policies as the front-line finance professional for our clients.

Other corporate and regional staff provides resources and support in procurement, IS & T, client relations, legal, wellness, sustainability, diversity & inclusion and more.

Thank you for the opportunity



On behalf of our entire Sodexo team, we thank you for the opportunity to submit our RFI response. We enthusiastically look forward to participating in the upcoming RFP process for the ICC and LOS operations.

We understand your objectives of having a strategic partner that can maximize growth and improve efficiencies and cost savings. Sodexo has a proven track record of success in achieving client objectives. Our experience and expertise in convention center and stadium management, and our local presence at Indianapolis Museum of Art, Children's Museum of Indianapolis, and many other client locations, uniquely qualify us to be an excellent choice for serving the ICC and LOS. We are confident of our ability to create a unique, highly customized solution that will meet your needs and exceed your expectations.

We sincerely appreciate the opportunity and look forward to the upcoming RFP process.



Authority to Contractually Bind

Stephen DiPrima

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